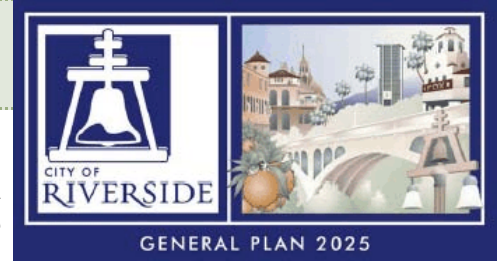


# PREAMBLE



As with most journeys, the General Plan 2025 started with a vision; a vision that reflects the heart and soul of the community; a vision that is grounded in the shared values of the residents, the business community and the spiritual leaders; a vision that will help chart the City's future course and reflect our shared aspirations.

In 2002, hundreds of Riversiders, representing the diversity of the community, came together to share their dreams and creative ideas and to create a vision for the future of Riverside. This vision can be found in a document entitled “*Visioning Riverside: A Report From the Community.*” Following is a summary of the vision that resulted from that effort:

## A BRIEF OVERVIEW OF RIVERSIDE’S FUTURE<sup>1</sup>

*Riverside has fulfilled its promise as the city of potential – the place where the American Dream is realized. Home ownership and well-paying jobs are the norm. Employers have relocated from other cities into infill development areas created to accommodate compatible industries while maintaining the visual and community-centered character of the City.*

*People come to Riverside for the schools, from preschool through university-level. The schools are a focal point for involvement by parents, members of the business community and Riverside's extensive volunteer network. The educational system – from preschool through advanced degrees – ensures that young people are prepared for the high-paying skilled and professional jobs that have proliferated in the City. The nature of these jobs reflects the diversity and entrepreneurial spirit of the City, with a special focus on micro-enterprise and local business.*

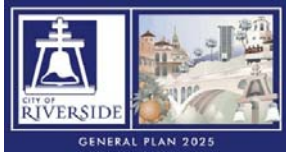
*The City is a destination in itself – people come from all over Southern California to enjoy the physical beauty and historic architecture. The City has a sense of coolness and freshness that makes it an oasis. Forested parks and streets, arts and culture, fountains and pools and a lively, interesting downtown are the focal point for activity, providing refreshing places to relax and play.*

*Quality, uniqueness and diversity distinguish Riverside from other cities that have experienced similar growth. Industry is compatible with the community. Design guidelines and code enforcement maintain the visual quality of the City. The City has preserved and built on the rich history of the area's citrus and educational heritage.*

*Regardless of income level, people are able to find distinctive, special places to live. Each neighborhood is a safe, family-oriented place. Distinct neighborhoods, each with its own history, are able to function independently with nearby parks, playing fields, shopping and services. While each neighborhood had a unique feel and voice, they support each other and people travel freely among the neighborhoods to access unique shopping, dining and cultural activities.*

<sup>1</sup>

*Visioning Riverside: A Report from the Community.* October 2002.



## PREAMBLE

*Because people are able to live and work in Riverside – often within their own neighborhoods – traffic congestion has been reduced. Since people find that they can forego the two and four hours of daily commute time that they used to spend traveling to jobs outside of Riverside, they have been able to recapture time for their families and community. In these and so many other ways, the City has preserved the best of its past, while also pursuing new dreams for an even better future.*

This vision, representing the consensus of people within the entire community, naturally evolves into five themes:

### **HOW WE WORK (Economic and Workforce Development):**

Riversiders pursue the American Dream. We focus on creating economic development opportunities that provide high skilled, high paid employment for all members of our community.

### **HOW WE PLAY (Arts/Culture/Entertainment/Parks/Recreation/Libraries/Physical Amenities):**

Riverside is an oasis. This City combines trees, water and the arts to create a distinctive comfortable gathering place that enriches the lives of residents and visitors alike.

### **HOW WE LIVE (Housing):**

We empower neighborhoods. We listen to each other and pay attention to the details because it matters. Neighborhoods enable the City and residents to work together to solve the needs of all.

### **HOW WE GET AROUND (Transportation and Land Use):**

Riverside has responded to the traffic challenge by becoming a more self-contained city. Residents have easy access to an efficient, multi-option transportation system that enables them to meet their needs within the community.

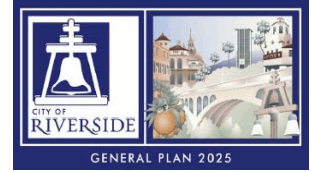
### **HOW WE LEARN (K-12 Education: Parental, Community and Business Involvement):**

Excellence in education is the key to economic growth. Riversiders work together to achieve quality education at all levels.

## WHAT IS THE BASIS FOR THIS GENERAL PLAN & HOW WILL IT BE IMPLEMENTED?

These five vision themes became the springboard for the General Plan 2025 Program, and the level of community participation became the blueprint for public involvement in the General Plan process. This General Plan is intended to implement the community's vision for what Riverside can be in the next 20 years. Riverside is a fast-growing, progressive community whose time has come. We are on the brink of greatness. Our citizens are enthused about the City's potential and engaged in shaping its priorities. The General Plan 2025 provides us with the resources we need to carve out our place in history, to define our future, and to guide our actions so we can become the city of our vision.

## PREAMBLE



This General Plan belongs to the community. In effect, it has been designed by the community and reflects the values of the community. Beginning with the Vision, the community has participated in the development of this Plan. The objectives and policies are based on input received from broad segments of the population, including the Citizens' Advisory Committee, Technical Advisory Committee, Education Subcommittee, Arts and Culture Subcommittee, Magnolia/Market Subcommittee, thirteen Topic Group meetings and the citizens of Riverside who shared their ideas at two community-wide Citizens' Congresses attended by over 600 persons.

Although certain elements in the General Plan are mandated by State law, this plan is unique to Riverside. Based upon the community's vision for Riverside, a number of elements have been added to reflect the spirit of Riverside. For instance, we have added an Arts and Culture Element, which recognizes the future of Riverside as a thriving arts, culture and entertainment center. We have added an Education Element, which recognizes Riverside, with its three universities and community college, as a premier educational center. We have added an Air Quality Element, which recognizes Riverside as a leader in clean air and a healthy environment. We continue to include a Parks and Recreation Element and Historic Preservation Element, which reflect the values and priorities of the community. Taken in part or as a whole, the General Plan 2025 has been customized based on the City's vision.

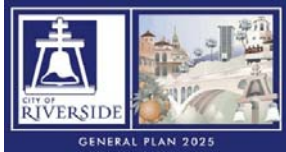
The General Plan 2025 truly is a document "of and for the people." As such, it will have practical application for all residents, the City Council and Boards and Commissions, City departments and outside agencies.

The Plan will be used to guide decisions and actions. As a decision maker for the City of Riverside, either a City Council member or Board or Commission member, you will use this document to guide land use decisions and shape priorities to allow the City to grow into the City we have envisioned.

The Plan will also be used for strategic planning. City Departments will use this Plan and its Implementation Tools, designed to help us achieve the objectives and policies of the General Plan, to develop their strategic plans and prioritize their commitments.

The Plan will be used to guide development. Either we will shape the growth of the City or the growth will shape us. Everyone from decision makers to developers and residents will use this plan for development guidance for projects within the City, as well as to coordinate with the County of Riverside for projects within our sphere of influence.

The Plan will be used as a means to achieve a vision, a vision defined by the citizens of Riverside. Together, we can become the city of our future.



## PREAMBLE

# A WORD ABOUT WHERE TO FIND IT

### Vision . . .

### Where to Find it

We need to attract employers that provide jobs paying far higher than just the minimum wage.

Land Use and Urban Design Element  
See Objectives LU-23~~24~~ and LU-24~~25~~

Increased multi-purpose community centers to facilitate intergenerational and intercultural collaborations, which will help nurture understanding, acceptance, respect, creativity, inclusivity and flexibility.

Land Use and Urban Design, Public Facilities and Park & Recreation Elements  
See Objectives LU-25~~26~~, PR-1 and PF-10

History and architecture are highly valued here and are seen as assets that create a sense of community. Residents want to preserve what makes the City unique.

Historic Preservation and Public Safety Elements  
See all the Historic Preservation Objectives and Objective PS-11

We need a good public transportation system. You cannot have a great, living city without one.

Circulation and Community Mobility Element  
See Objectives CCM-5, CCM-9 and CCM-10

We need more compact, mixed use, walkable communities to avoid sprawl and eliminate unnecessary driving. We should be able to have our homes, jobs and entertainment all close to each other.

Land Use and Urban Design and Air Quality Elements  
See Objectives LU-8, LU-9, LU-10, AQ-1 and AQ-2. In addition review the Land Use Policy Map (LU-9) to see those areas where Mixed Use designations have been applied.

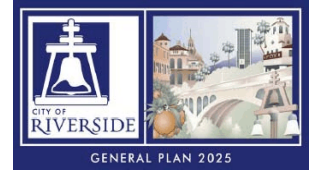
We need a good public transportation system. You cannot have a great, living city without one.

Circulation and Community Mobility and Air Quality Elements

See Objectives CCM-9 and AQ-2.

There needs to be a partnership between local government, the community and our schools to meet the educational and career development of our youth.

Education Element  
Objective ED-2



## ACKNOWLEDGMENTS

### WE COULD NOT HAVE DONE IT WITHOUT YOU

Many people played a part in preparing this General Plan. The City wishes to give special acknowledgment to the contributions of individuals noted below, as well as countless others who provided support.

#### CITY COUNCIL

Ronald O. Loveridge, *Mayor*

Dom Betro, Ward 1

Ameal Moore, Ward 2

Art Gage, Ward 3

Frank Schiavone, Ward 4

Ed Adkison, Ward 5

Nancy Hart, Ward 6

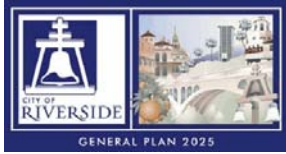
Steve Adams, Ward 7

#### **Former City Council Participants**

*Chuck Beaty, Ward 1*

*Joy Defenbaugh, Ward 3*

*Laura Pearson, Ward 7*



## PREAMBLE

### PLANNING COMMISSION

David Leonard, *Chairperson*

Bill Densmore, *Vice-Chairperson* Finn Comer, *Secretary*

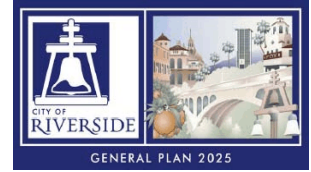
Harry Kurani, *Sergeant at Arms* David Agnew, *Commissioner*

Stan Brown, *Commissioner* Tim Maloney, *Commissioner*

Rita Norton, *Commissioner* Joseph Sebelia, *Commissioner*

Chris Singletary, *Commissioner* Ric Stephens, *Commissioner*

In Remembrance of the late Commissioner Roy Hord



## GENERAL PLAN ADVISORY COMMITTEES

### **Citizen's Advisory Committee (CAC)**

David Leonard, *Chairperson*

Tom Pevehouse, *Vice Chairperson*

Surekha Acharya    Randy Akes

Bill Blankenship    Stan Brown

Manuel D. Carrasco    Finn Comer

Kimberly Davidson-Morgan    Mike Fine

George Flower    Bill Galloway

Barry Johnson    Maureen Kane

Morgan Keith    Maynard Lowry

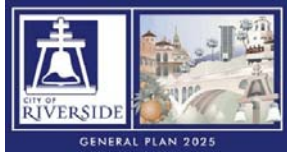
Virginia MacDonald    Colleen J. McBride

David McNiel    Sally Silva

Kenneth L. Sutter    Mike Teer

Judy Teunissen    Bill Warkentin

Matt Webb



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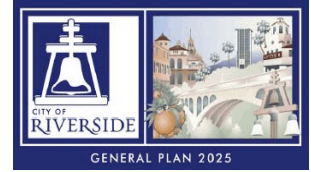
### Technical Advisory Committee (TAC)

Tom Boyd <i>Public Works Department</i>	Troy Brown <i>City Manager's Office</i>
Gerry Buydos <i>Public Utilities Department</i>	Dan Chudy <i>Building Division</i>
Ted Cronin <i>Information Systems</i>	Lt. John De La Rosa <i>Police Department</i>
Tranda Drumwright <i>Development Department</i>	Fran Dunajski <i>Public Works Department</i>
Dan Fairbanks <i>March Joint Powers Authority</i>	Ron Goldman <i>Riverside County Transportation/Land Management Agency</i>
Mel Gutierrez <i>General Services Department</i>	Conrad Guzkowski <i>Development Department</i>
Don Hull <i>Public Works Department</i>	Bob Johnson <i>Park and Recreation Department</i>
Naty Kopenhaver <i>Riverside County Transportation Commission (RCTC)</i>	Anne Palatino <i>Riverside Transit Authority (RTA)</i>
Kimberly Peter <i>Information Systems</i>	Tom Safford <i>Western Municipal Water District</i>
Edwin D. Studor <i>Riverside County Transportation/ Land Management Agency</i>	Kristin Tillquist <i>Office of the Mayor</i>
Dr. Cliff Trafzer <i>University of California, Riverside</i>	Eva Yakutis-McNiel <i>Office of Neighborhoods</i>
Dr. Paul Ziemann, <i>University of California, Riverside</i>	

In Remembrance of the late TAC member Kathleen Gonzales, *City Attorney's Office*



## PREAMBLE



### **Arts Subcommittee**

Charles Bibbs    Damon Castillo

Kathy Dillon    Jeffrey Kaatz

Steve Kester    Colleen J. McBride

Dr. Vince Moses    Tom Powell

Mark Schooley    Bob Stein

Joan Wells    David Willmon

Kathy Wright

### **Magnolia/Market Subcommittee**

Randy Akes    Manuel D. Carrasco

Mike Conway    Ian Davidson

Bill Galloway    Mark Howe

In Remembrance of the late Subcommittee member Eric Solander

### **Education Subcommittee**

Mike Fine

Dr. Jock Fischer

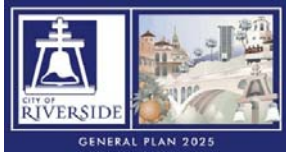
Paul Jessup

Virginia MacDonald

Robert Nava

Dr. Jonathan Parker

Dr. Ella Simmons



## PREAMBLE

### CITY STAFF

#### General Plan Team

Ken Gutierrez, AICP, *Planning Director*   Craig Aaron, *Deputy Planning Director*  
Diane Jenkins, AICP, *Principal Planner*   Patricia Brenes, *Senior Planner*  
Barbara Milosevic, *Associate Planner*   David Murray, *Associate Planner*

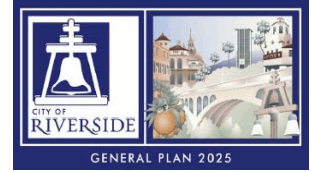
#### Community Development Department Staff

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Dan Chudy, *Building Official*   Janet Hansen, *Historic Preservation Specialist*  
Sandy Gosselin, *Senior Graphics Tech*   Joyce Bates, *Info Systems Support*

#### Other City Departments

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Greg Priamos, *City Attorney*   Susan Wilson, *Deputy City Attorney*  
Kristi Smith, *Supervising Deputy City Attorney*   Mark Strain, *Deputy City Attorney*  
Ennette Nusbaum, *Communications Officer*   MJ Abraham, *Communications Manager*  
Eva Yakutis-McNiel, *Office of Neighborhoods Manager*   Nancy Rentschler, *Senior Graphics Tech*  
Mark Salazar, *Code Enforcement Manager*   Mark Brown, *City Surveyor*  
Phil Wright, *Printing Services Supervisor*   Rob Van Zanten, *Senior Engineer*  
Daniel Balboa, *Communications Tech*

In Remembrance of Kathleen Gonzales, *Assistant City Attorney*



## GENERAL PLAN CONSULTANTS

P&D Consultants, Inc. – Lead Consultant

The Arroyo Group – Planning and Urban Design

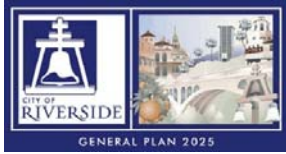
Moore Iacofano Goltsman, Inc. – Public Outreach and Participation

Meyer, Mohaddes Associates, Inc., An Iteris Company – Transportation Planning

Keyser Marston Associates, Inc. – Fiscal Analysis

Applied EarthWorks – Cultural Resource Consultants

Wilson Geosciences – Geotechnical Consultants



## PREAMBLE

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